



AF

PATENT  
New Attorney Docket No.: 144797.00100  
Old Attorney Docket No. 38616.0002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Jon C. Evans et al.

Appl. No.: 09/887526

Filed: June 25, 2001

Title: SYSTEM AND METHOD FOR  
COMPUTER-CREATED ADVERTISEMENTS

Examiner: Rudy, Andrew Joseph

Group Art Unit: 3627

MAIL STOP - AF

Commissioner for Patents  
United States Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL

Dear Sir:

**a.) Preliminary Remarks.**

In response to the final Office Action, mail dated February 8, 2005, applicant respectfully requests entry of the following amendments to the claims and reconsideration of the rejections of record in light of applicant's remarks.

**b.) Amendments to the Specification. – None.**